spp*All the News "Al's Fit to Print" , CXXV ....No:43,276. (AND REAGAN Tax Breaks for the Few
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MexicoPutsTroops On Patrol to Insure Safety of Tourists



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Rumania's Nadia Comanoci, 15 years nld, performing on the uneven bars daring gymmastics competition in Montreal
yesterday. She scored a perfect in in the ovent, the first such scoro in Olympics history. Guyana Joins in Boycott 8 SPANISH CITIES
 Surrenders Are Repories as Fighting Steps Up in Other Lebanon Areas defenders are defiant.

Syrians Said to Reinforge Key Border Station on Damascus Highway

 new atrack on the ionated
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roported that many Palestinian fighters and civijians at the
camp sumrendered and that he
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reports that tho camp had fall| en. |
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other hand, said that ttov right-
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'Major Break' Expected in Mass Abduction




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The folfown Macy s stores will take inveritory Wednesday yoming and willopen at $1.00 \mathrm{pm}$. . Hespington South Sherre Mallis Statentsfand tassonioqua New Röchelle and Cofonie BRASS
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## SOVIET SAYS CARTER

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ing menufacturers face a problem. How can they avoid laying of ing menufacturers face a problem. How can they avoid laying off
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## $\$ 13.90$ to $\$ 29.90$ <br> 

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## Floods in Venezùèa's South




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nonds-in a class by themselves. All are in utterly
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## Is baldne inherited

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has been helping people discover tnd solve problems for over 50 years, World's foremos,
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Cooks Report That the Curry Leaf Isn't a Hoax—It's an Herb

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Why Some Designers Like to Lower a High Ceiling




## CLOSE-OUTS




## WALDNER'S

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THE NEW YORK TIMES, MONDAY, JULY 19, 197 Carter Speaks to Sunday School Class FORD AND RREGAN OnNeed for Love, Justice and Humility BOIH MISS GOAL


McCarthy Isn't Thrill By Choice of Mond


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## Red Smith



Bruner's World Mark LeadsU.S. ToSweep in 200-Meter Butterfly
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## U. S. Five's Speed Overwhelms Italy

Ford's Passes Key to 106-86 Triumph By IAMRSS TUTIE
 Those doomsayers who pre
dicted the quick elimination dicted the quick elimination
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in double figures. Dantley, 2 Notre Dame
provict, get 22 poturs
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 Smith of North Carolina
 effort to mount a consistent
attack was really surprised
7.

Olympics, Non
to the Forum and stopped Durelle in chree. The lesson to
be learned from that one, be said in his dressing room, was: "Never rum a mule at Santz Anita" "Iemme tell you somechiag," he sald today, "in Morcelebrity. rd never seen the Forum and my friend, Dr. Chris Mrackenzie, ssid, TM gonna take you to the scane of your greatest battle' I thought he meant Yankee Staddum where
Ifought Rocky Mrictao hut he took me to the Foruma and
was an impressive borlding.
What dld he mean, be had never seen the Forman?

 Mother Knows Best
In 1960 when boxing commissions ware amoyying Archie by demanding tat he defend the 173-poumd title authorities He discovered Jolitio Rtmabli and dropyed quaijying Jocision for a champlonshim matrat in Madison Square Garden. Axchie
in some legal dispute.
"Pid you ever get paid for Rinaldd?" he was anked now. "No," be said, and after a silence came a low chuckle. I never thought anybody would mention that again I gor was may last defense awfari mhtheavyweight. I boxed the
 supposed to fight a Cenadian heavyweight, but Eddie Quinm
Toromo hung a sar,000 paper on me and that forced me
 aper I had to take a beatiog from George Pammassus, the
"Atrica"" the Mongoose said, "is beautiful. No polhpence, something I wanted to do before 1 was too old. I
wrutd to know where I come from. It's great to be in a place to see everybody look like me.
Archie will never get too old, becayse he has never
 Matike me 3 years old when I was bornt
 Fans Erupt At Big A By MICHAEL STRAUSS
A disturbance by scores of tans disurbances by scores of them climbed over the rait.
ing and onto the track and others jostled the track and-
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Continued an Page 19, Colven

witch Kupchak of the United States, Ieff, batties with Dino Meneghin of Italy during

## Nobody's lower than Cartion. <br> Look at the latest U.S. Government figures for

 other top brands that call themselves "low"in tar
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Wamhus: The Surgeon General Has Determinei


U.S. Five

Triumphs By 106-86 Contanued From Page is
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points. Lee of New York who was
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Unite States at Munich in
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Today's Schedule







Poland's silver medalists, left, congratulating the Fursian gold medalists after the 10

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## Olympic Games Summaries



## Butterfly

Is Swept By U.S.

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Major League Box Scores and Standings

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A's Slug and Get That Feeling Again





## Even more increditle even more shocking than "A Mian Galled Horse."

 RICHARD HARRIS THERETURN OF A MAN CALLED HORSEPG<br>UmiedAtusts

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## Thedreu Hork eimes



## Now the Republicans

Now that Jimmy Carter of ceorgia has actually
achieved the impossible by walking away with the Demo cratic nomination for the Presidency, and hrilliantly capped his triumph by selecting Senator Mondale of
Minnesota as his running mate, the Republicans are left in more of a quandary than ever
For the Democrats have emerged with the strongest ticket they could possibly have put together. Governo Carter, despite traces of populism steraraing from his
Southerrn origins, has preseoted himself-and woo the nomination-essentially as a liberal conservative who occupies the middle of the road. If that description seems co cover very oearly the entire waterfroot of American politics, that is exaccly what Governor Carter has thus the vice-Presideotial nomination, he has given strong and the vice-Presideotial nomination, he has given strong and party, without frightening away any Democrats of more onservative cast of mind.
Naturally, as the campaign develops, Governor Carter's afinite variety of issues facing the country, ranging from anergy development to aid for the cities, from arms controls to price controls. But the Democratic candidates and the Democratic platform have established a broad and solid base from which to challenge
This does not mean that the outcome of the election his point are strongly in favor of the Democrats; hut equally obviously, no national political contest in this country is ever won until the votes are counted-and oint. With an incumbent Administration and a President who. for all his fault, is personally appealing to a large

## Ethiopian Massacre

Ethiopia has undergone another political massacre. charged with .crimes ranging from plotting a revolutio to Hoarding food. The news brings back memories igures were executed oo shmilar and related charges. But he situation in Ethiopia bas deteriorated sharply beween these two political bloodbaths, and the basic situation in that unfortunate country is much worse than I secuted now is considerably smaller
The Ethiopian military takeover in mid-1974 wa greeted enthusiastically by many io that country and abroad. It was not unreasonable to suppose that the re moval of the aged Emperor Haill Selassie and the destruceginning of a new era of economic, social and political rogress in ancient Ethiopia. The mysterious new ruler -many of whom even kept their identities hiddensought to prevent a cult of personality and engaged is ashionable rhetoric about social justice, egalitarianism,
Ethiopian socialism, etc. Wide programs of nationalization were announced and concrete steps taken to smash the power of many of those who had lived in ease of thers' labor in the past.
Uofortunately, however, the new regime has shown large sections of the population, from the witan student who were sent to the couotryside to small farmers fea ful of losing their land. A roaring inflation fueled by food and other shortages dominates the sceoe in Addis movemeot gains strength
The military rulers ooly a few weeks ago were forced call off the peasant march they had planned to direc gainst the Eritrean rebels. More. and more the evideoce central government growing ever weaker and more

## The Rising Yen

 In recent montths, the Uoited States and other Westerniodustrial countries have been critical of Japan for alleg
edly preventing a rise in the value of the yeo, in order to help Japanese export sale
Last week the value of the Japanese yen started rising agaiost the dollar, effecting a depreciatioo of the dolla occurred because the Japanese Governmeot has decided to accede to Western criticisna or despite Japan's refusa
to stop intervening to bold down the value of the yen The Bank of Japan has certainly heen huyiog a lot o some reports. Japanese officials insist the Bank of Japa has been intervening in tha foreign exchange marke only to smooth out erratic fluctuations io the yen's rat
-action that would be consistent with the agreemen reached among the major indnstrial nations at the Ram bouillet conference last November. By week's end, in fact the yen had dropped hack, losing half its earller gain. ional finance and the uncertain rules of the prese international monetary system, nobody can be entirely sure when a nation is intervening to block a rise in it is simply trying to smooth arntic fluctiations But the urden of proof certainly ought to be upon the natio chat heavily and continuously intervenes to check a rise international surveill.
international surveillance and criticism, such as are basis, ought to he regularized and fo catch-as-catch-can internatiooal Monetary Fund.
Firmer guidelines are needed to enable countries
advantage that has not yet been entirely eroded by the the opposition party or by the savage in-fighting amoong
There is
There is one way, it seems to us, in which the Republi-
cans could dig their own political grave for 1976 as surely as anything can be done in American politics. That is hy capitulating to the far right wing of the party that
forms the core support of Governor Reagan in his quest or the oomination
To put it in the crudest political 'terms', the far right of the G,O.P. has no place else to go; yet the nomination of Governor Reagan for the . Presidency (or, for that matter, 'even for the Vice Presidency on a Ford ticket)
would surely alienate the most important ceintrist and ibieral segments of the Republican Party, without whose support it could not cooceivably achieve national success. While a superficial case bas been made that Governor
Reagan is strongest where Governor Carter is weakest, Reagan is strongest where Governor carter is weakest, and therefore could make inroads on the Democratic not bold up in the fape of the evident alienation of crats) from Mr Repubicans (not to mention Demowild positions be has taken in the course of this came paign His nominatioo in Kansas City next month would ticket in droves; and even if they did not move over othe Democratic side, they could not conscientiously ote for such an extreaist as covernor Reagan-nor would they.
After the Goldwater debacle of 1964, if the Republican nominee, it will have leamed nothing and forgotten nothing, like the Bourbon kings. It.would, in fact, only vite a similar political fate
rency will be regarded as acceplable and when interve tlon will be seen as a form of unfair trade practice-
likely to invite retaliation by others. Fair exchange rate behavlor needs to be seen as, the necessary adjunct to liberial trade and investument policies.

Agricultural Abundance
The largest corn crop and the second largest whea crap in history are the 1976 harvest prospects seen by
the Department of Agriculture as of July 1 . A statistical projection is hardly the same as the crop safe in the bin, and bad weather this summer could well make the fina
1976 reckoning far Jess cheerful. Nevertheless, for th moment there is certainly reason for optimism since the forecast implies that the United States this year will gather huge crops sufficient not only to meet all domestic oeeds, but also to cootrime subtantlally to foreig requirements.
Those requi
twelve months are Europe has' been plagued by record or near-record drought and heat for many weeks now so that the out look for that area's grain production is anything but
cheering. Australia, normally a large producer of surplus grain for export, is also suffering from 'serious drougb so that expectations regarding its wheat production are being scaled down. Earlier this year weather reports from the Soviet Union seemed to suggest anothe suggest some limited improvement.
The role of the United States in recent years as a majo barrier preventing worid bunger of catastrophic propor tions is. partly the result of this oation's fertile soll and
favorable weather cooditlons. In the Soviet Uoion, the areas with the best soil teod to have frequent drought while the regions with adequate rainfall tend to have poor
But wearether all
But weather alooe is far from the whole story about
the frequency of food difficulties io the U.S.SR the general history of abundance of food bere. The Ameri can farmer has strong inceotives for high production, and the freedom to respond to those incentives with adequate
technology and capital. The sovien farmer, stin technology and capital. The Soviet farmer, still chained freedom to organize for maximum output
The real surprise is not that the Soviet Union has to
import massive amouots of food so import massive amouots of food so often, but that
Soviet agriculture produces as much as it does despite Soviet agriculture produces as much as it does de
the great natural and man-made obstacles it faces.

Reductio ad Absurdum
Presideot Ford moved quickly the other day to curb
one of the siliest interpratations of Jegislation to come out of Washington in many a year. The Scottsdale, Ariz, schooi system had asked the Office of Civil Rights in the ditional mother-daughter and father-son events would violate statutes barring sex discrimination in school which receive Federal aid. Incredibly, HEW. Fuled that
sponsorship of the eveots would violate the law It is hard to beliave that Congrese a result or even that the interpretation could have bee made with a straight face. But there is no question that an order rescindiog the ruliog and his press secred of described him as "quite intitated,"
There can be no quarrel with the purposes and inten of the statutory provisions barring sex discrimination in che schools, but surely it was never intended to bring
about as ridiculous a result as the H.E. W. ruliog. If this were a-serious issue even coming close to the substance of Title IX, it might call for a clarifying amendmeot by
Congress. As it is, we think Mr. Ford's proinpt and wellCongress. As it is, we think Mr. . Ford's spoint and well
advised. reaction should provide sufficient policy guid

## Letters to the Editor


witb "family-oriented. traditional
Americao events." A little reflection Americao events," A little reflection
woumd have revealed the obvious:
Family eveots take place in the private Family eveots take place in the private
sector, in in private places, witit private
mooy. Not so here The are event
paid for by the taxpoyers and parts paid for by the traxpayers and parents
of adl children, yet out-of-bounds for Asa parent and teacher, $I$ have seen
children subjected to very painful, children sublected to very painful,
even devastating, situations because
they or their available pareot hap. they or their available pareot hap-
pened to be the wrong sex.
I have seeco little boys deft out of their avnual father-son box-supper be-
cause their daddies wwere working
nights, or had deserted the faily
and Tradition

them.
Thise are not family events. These
are school events in which the schools
are school events in which the schools
are $\begin{aligned} & \text { zigidy dey defming who may par- } \\ & \text { cicipate regardiess of the circumstances }\end{aligned}$. tietipate regardiless of the circuasmtances
of individual students or their families.
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To the Editior:
The presiden's reaction to the ruling that father-son or mother-clauxhther
school eveots violate civil-rights law


## Capital Punishment:

 'A Whole New Cloud
## To the Editor

The Supreme Court, in its most, has said yes and ooa and it it depepoosis.
It has specifically upbeld some death It has specificality upbeld some death
sentences specifically struck down
thers. it seems to have defined "cruel
 and uousual punishment" as a manda-
tory death sentence for certain cirmes
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 deternine the Thus a whole oew cloud of uocer-
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nore clearly and death . Now we know more clearly and definitely than eve
before that we don' know, and ao
juge hereafter who puts on the ba

 Uoder this decision, some errimioal
fffenders will be put death just as
ome poppl die of cigrate smoking.
The court has, in effect, proclaimed
perhaps certain other beinous crimes,
may be danigerous to your bealth may be darigerous to your bealth." To
suppose that sum a cooditonal and
speculative hazard wio speculative hazard will serve as
deterrent is naive in the extreme.
 To the Editor Peter
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phecause they would provide jobs pas well because energy (letter july 3). How
can he declare they offer can he declare they offer yoo risk This
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orient, I. 1 , July 7, 1976
the warning: "Committing murder, and


Shrewd Loan:

to the $E_{\text {dit }}$

## On Working Closely' With Jimmy Carter



Tramb:


Denied: The existence of an 'Atlanta wall,' 'order-followers,' and 'snap-to' men.

| ly split), on the tone of the acceptance speech, and everything else. <br> In my own case, within days inf joining the campaign, I hegan giving thought his stump speech hed gotten too long and ramhling, that I thought his clalm of having abolistied preclsely was misleading and haruitul to his credibility, that I thiought. part of his cherished call for an America "as filled with love as the American peofilled with love as the American peo -and I am unaware, that the crithcisms harmed my standing with him Obvinusly the final declsinins are Carter's, and obviously we do not rashly criticize a man whose political instincts are demonstrahly amnng the best in America, but he would not be where he is today if he wras surrouoded hy the yes-men uf Safire's invention. <br> It is important to understand that Carter is an extremely secure man (unlitie Nixon) and therefore does not feel threatened by criticism. It also fectionist. That fact can malse him .impatient with people whin offer him sloppy or incomplete work. But the other side of his perfectionism is that he is absolotely determained to be as nearly perfect as possible a candidate and political leader. <br> There has been nin "Atlania wall" apparent while Ive worked on Carter's speeches. He and I agreed at the outset that part of my job would be possible, preferably coanficting ideas. <br> Hls Jone 23 foreign pollcy speech, for example, went through three dis- tioct drafts. policy advisers wrote a first draft, in consultation with other members of our foreign-affeirs task force. I wrote a second drath, drawing upon lengthy cooversations with a half-dnzen foreign-policy experts and written comments from a half-dozen more. <br> I gave my draft to Carter with a memn outlining the points min which the experts disagreed. He then spent a weekend in Plains, Ga. worldng on a weetread in Plains, Ga. workngs on the third and final draft, consulting |
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compassion for the have-nots nf so
ciets. both back and whte, a man
 elected covernor of Georgiat and, juel
possibly. President of the United States. Perhaps you have to be a Southerner to underssend what that means to soma of und There is $\varepsilon$ g great sene to
of personal pride and personal vindicaof personal pride end personal vindica
tioo involved,, sesuse that for 1000 g , long time, our side in finally going to win one 1 imagine that Jews
and biacks will feel the same wwy
when nue of thelr oum finally gets a when nne of their oemn finaly
shot et the White House. The emotions involved run deep, and
are hard to communicate, but 1 think they must be considerede, by anyone
who wants to understand why yount Who wants to understand why young
Southerners like Jody powell and
Remitoo Jonden (mans Haunitioo Jondane (Jomong powny others)
are driving themselves so relentiess)
 personal ambition that aftlicts us the
hil by personal affection for the can hat by personal affectioo for the can-
didate by political cammitment to cer-
tain tain goals and by a regiooal pride that
has its roots many geoerations in the has its roots many geoerations in the
But 1 doubt if william Ssfire would understand that. I doubt if he really
wants to.
Patrick Anderson, whose books include
"The Presidents" Men"" "The Approach
to Kins." ond "The Presients Miss.
tress, is ${ }^{\text {is }}$ Jimmy Corters schief speech-
writer

| tress." ${ }^{\text {in }}$ |
| :--- |
| write. |



[^0]Oyford Pendaflex

Legal Conflicts Subdued in Harris Trial as State's Witnesses Testify, but a Battle Looms Over a

| By marcia chambers <br> Sowede to The Rem York Thana <br> LOS ANGELES, July 18 | Mr. Sutter, a large baldish man, who followed Mr. Mat- |  | Mr. Mayerson must dernoo- | doing-It wasn't easy to fight a guerrilla war," Ma. Matthews | and Emily ${ }^{\text {ridas }}$ their lawyers address the defendants in court | as serious, thoughtiul and $\operatorname{sen}$ sitive. <br> Mrs. Harris, in ber opening | confirmed the pros cern that the He play on the symp |
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| and defense. |  |  |  |  |  |  |  |
|  | hin, Mr. Sutter's wallet was re- |  |  |  |  |  |  |
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 an interview. "we're going to
argue that tape isue out very
extensively
Last week, however, the derese did little arever, the io at
tempting at is ofter the aim in
a criminal trial, to to meanch th criminal trial, to in ipeach the
credibiotity of winesses. And, as
part of the defense strategy to
concede the facts in the case esses' ide no nitying or or ovaling wit dentify the two revolotionaries who came upon them with car-
bios that day. Some conld
identif the Hanises in the
courtroom; some could not. TWo who some could not not
Thake identifi-
TWion in court had markedly tatios sin court had markedy
different impressions of their
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One
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 whather a movie at a drive on
theater and even examined one
of the carbines with Mr. Harris




 tim, but the prosecution
demoostrated hat phe had been
takeo against his will Dancing is the world's greatest contact sport. - = when taught by the world's greatest pro! Fred Astaire
 Make contact: Honest.
There's no thrill in the. world to match two people moving together as one on
the dance floor. 1 t's magic, ite sexciting, it's funn And.
you get a free lesson before you get a free lesson before
anything just to see it you
want wantto continue.

Come in write, phone,
Open 'tit 10 P.M. red Ustaike

## 1 EASTEFIN THE WINGS OF MA

Hotal Gotham, Eme STUDIOS




No otherairline has lowerairfares from NewYork.


Now you can save $20 \%$ any night with our Night Coach fare to Atlante save $15 \%$ * on daycoach by flying round-trip and planning 2 weeks ahead.

Eastern people enjoy serving you. They're really concerned about yc comfort. And they're willing to do everything they can to get you where you're going. On time.

For reservations and more information about our discount fares, call Eastern at $986-5000$ in New York or $621-2121$ in Newark. Or call the travel specialist, your travel agent.

We've got the right time and the right place for you.

# The detu Hork Times 



## $+3$ <br> Adedar raide of Piminiple <br> Mgad 19,1896

When Adolph Sisher of The New isher of The New York Times in 1896 , called a " "business announcement." ppeared on the Edi orial Page over his part
"To undertake he management of The New York Times, frright-doing . . nextraondinarytask But if a sincere desire toconduct a hightandard newspaper, clean, dignifified and trustworthy, requires onesty, watchfulindustry and practical nowledge applied with common sense entertain the hope that I can succeed in maintaining the hign ulp pure-minded pul, pure-minded of The New York imes.
"It will be my earnestaim that The New York Times give inconcise and attrac ve form, in language that is parliamentar good society, and ve it as early, if not carier, than it can be learned through any an to give the news mpartially, without favor, regari less of pary sect rinterests involved; to make of the column The New York nsideration of all questions of public hat end to invite intelligentdiscussion opinion."

The world has changed since 1896 as changed with it. But the principles that guided The Times in
those days still guid day-to-day cove

The Newholk Imes


Visitors to the Museura of American Jewish Fistory view
an exhibit. Museum opened last week in Philadelphia:
Jewish Museum Opening Has a Colonial Theme
 ster asked what had hecome Levy who emigrated to Ameri-
of the thousand
dollars that









 any other be ready for the opening his pal Astistancil in Muratio


## POOR NATIONS FEAR Some Postal Rates Rise;

\section*{| POOR NATIONS FEAR Some Postal Rates Rise; |  |
| :---: | :---: |
| U.S., NYERERE SAYS | Fee for 'Junk Mail' Drops |}

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## Shermer L. Sibley, 62, Drowns, Pacific Gás and Electric Chie

HE NEW YORK TIMES, MONDAY, JULY 19, 19

ffolk Still Awash in Controversy Over Detergent Ban 5


 te part of thencibits spunners.















## Relive Restaurant Holdup at a Dinner

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 suat tead been nierapupan.

 anserd utitiuces

 nus rip hat sear had bear Retivis realies Shelion meang
as the waiters brought out the Pexing ducc, in ne culprits." Mr.
re were thre .ien in their eatry 20 s. and only Ta a gur, a very short gun-next to my head." ap.


Dreyer said she had noticed the men standing TH Were nicely dressed, and I thought they were Lstanted to lavghi-I thought it was a joke,


 1 I. 1 .就至 w



a But Bill Kiufman interjected that he saw the event as
 the money



 attempinting another holdup e tew days later in the same
plae.
"l testified, but I had a terrible amount of conflict,"

 body"
Several of the people in the group grese up. in Nem Several of the people in the growp grees up. in New
York. Mrat. Gilman poted. She said: In my wereiedueated by bye city and go back to the
city frequantly: But the [robbery] experience was very citity frequently But the [robbery] expertience was very Gightanigg and everyone
in the way they interper it
The joking and len The joking and langhter at last nights dinner "pas



 not gew oto the city
The dimper ended
-Dr. Sheftell strummed the fortupe cookises were-opened
walks of $N$ New
Yord waks of New York",
Then ho asked, Mowi many of us would gr back to the
Shanglai Cafe for our reunion net yer? Shang bei - ore for hanr reume were rax yised mmediately, then
crobge vecsey
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residents conducting in incur
 "The law is is idinintcic Joan Kravitu of East Notron
port, who was takit advn-
tage of driving her children
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one,
And
ons
 machine hreak down because
of thoses rotuen smhtritute,
and my clothes weren't as

 Ynu can't keep the stuff nn
the shelves. We oo throuh
50 or 60 cases of just nne hrand each week Many peo-
pre come in
detergents." The practice dismays claire the Long Isiand Environmen-


## Rur





 bave responded to the ban
hy puting outa a sopp powder
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 70 cents a pound, while the
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Fm Nassan
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 staller portions.
 cloches cleal, sad jerry Pis-
ocpone manager of a
Hills
sutpermarket in tumtington in "ourr clathe have 2 yel-
lowish color is you use the stuff you're supposed to iuse. myselt, and inse detergenz
 Thie legal soap powders work well in supfoll's sot
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 But she zumits that some
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 do something for ave wrould
watere buty


East Meets WestinHareKrishnaFete
















## Metropolitan Briefs








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STMDRED SUMMESS
/ F ?

it should be the one youll never forget.

## THE OMEN



| "ONE OF THE YEAR'S BEST. ILOVED EVERY MHMUE OFTI!' "A VERY, VERY GOOO MOVIE. WONDERFUL ENIERTALIMENTT. CO SEE IT!? |
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BILLYDEE JAMESEARL WILLIAMS JONES




MOWI ATCOLUMBAA PREMIERE THEATRES




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fhe new york times, Monday, joly 19,197
Top Artists Quit Hurok Agency for ICM

By ALLEN Hucirs
A number of the world's A number of the world's
zading corcort artists have
noped Hurot concerts nic.







 aryshnikovo. the ballet daikn dan
aery and Adres Segovia, Last week Hurok said that
to top artists included: Ar-
hur Rubinter



 nid Mr. Segovia. The shifts announced yescitivity that into a pattern of
Neer Yorkhang the classical music manareaneot
Hirok wros neve the largest
of the artist-management con-




French Band Tours the City Streets


## Guillew




## GOOD SEATS AVALLABEE FOB: IVYY ANDABGUST  RECORDS! <br> 

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 n. July 2 and marched on Hanover Square two daystiter. The city hasn't be:n the same since.
Sheik of Araby" and exubonigs are as likely to fing Arough the summer air as trieching brakes orkets. La twe are the grand-grand ons of Lafayette, sand of tha brass band. " neet to see America
preepops." The musicians a nder at heauxe Arts who eliter Marseying and morn rance, Mr. Pollard said.
We piay alimost every
on the Boulevard SL Ger-
Divided in Three
lans spitit into the three groups. rieans one to Massachuaial because no youn


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 aider has cian iad fomed is heavy with the
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White Weld \& Co.
International Investment Bankers. One Liberty Plaza, Nẹw York, N. Y, 10006

Judy 79 , 9976

NATIONAL DETROIT CORPORATION
[B] Parent Company of

## CONSOLDATED BALANCE SHEEL-Juno $30 ; 19$ 'is

 CONSOLS







## Diamond Shamrock Corporation <br> NOTICE OF REDEMPTION <br> $\$ 4.00$ Cumulative Converíble Preferred Stock-Initial Serie \$4.00 Cumalative Conyentibe Preferred Stock-Series $B$ \$2.00 Camulative Conventible Preferred Stock-Series C \$1.15 Gumulative Convertible Preferred Stock-Series E   

## CONYERSION ENTO COMMON STOCR

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Initial Series Slook.





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Series C stock.





 Series E slock


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DIAMOND SHAMROCK CORPORATION
Jon A. Whisonn
Vice President and Secretarig.
Joly 19, 1976
REMINER: THE RIGHT TO CONVERT SHARES OF EACH SERIES CALLED FOR REDEMPTION I
COMMON STOCK WLLL TERMINATE ON SEPTEMBER $13,1976$.



Again this week, more people around the world will get their news from TIME than from any other single source.

THE NEW YoRE ATMLS, MONDAY, JULY 19, 1976:
 $35 \%$ for prime time -as much as $50 \%$ for spot.

That's if you" can find the availabilities at all. Because whether you're selling air travel or toothpaste, buying TV time nowadays is like trying to get tickets to "A Chorus Line" at box office prices.

It's a seller's market.
And the question the typical TV advertiser asks is, "Do I accépt lower advertising weight or a much higher budget?"

What are the alternatives?
Fortunately, there are alternatives.
Most advertisers know the strengths of a Magazine/TV mix. The two media complement each other demographically and in the way each communicates.

TV is hard to beat when it comes to product demonstration.

On the other hand, magazines are able to give a more thorough: "reason why." And their editorial enviroument can lend prestige and credibility to a product or service.

But what's more, suirprising as it may sound, combinations of magauines-even single magazines like Newsweek-can deliver the same kind of big ratings you expect from TV.

For example, Newsweek's rating of 19.4 (men 18 to 49 ) tops ABC's. Wide World of Sports, NBA Basketball and the CBS Sports Spectacular combined.

Add Newsweek. Beat the Squeeze.


By buying less TV and more magazines, you can beat the Squeeze--and come out ahead.

## What can an airline do?

Let's assume you're an airline advertiser. According to the W.R. Simmons "Media Imperatives" study, $33.4 \%$ of all adults are "Magazine Imperatives"" (heavy magazine.readers and relatively light viewers of TV), while $38.7 \%$ are "Television Imperatives" (heavy viewers of TV, light readers of magazines).

This same study indicates that $46.5 \%$ of domestic air travelers are "Magazine Imperatives", and they account for $51 \%$ of the total volume. To reach them efficiently, it is obviously imperative to use magazines with some degree of frequency.

Newsweek recently analyzed the national media schedule of an airline that concentrated heavily in TV. The target market was adults who took a domestic air trip in the past year.

A computer run-Plan 'A'-analyzed the airline's average 4 -week national media schedule- $85 \%$ in network television, $15 \%$ in magazines.

A second computer run-Plan ${ }^{\text {B }} \mathrm{B}$ '-increased the magazine budget to $30 \%$ of the total, decreased network television to $70 \%$. The same TV programs and magazines in which the airline had advertised were used.

TV consisted of: Today, NCAA Football, ABC NFL Football; NBC Sunday Mystery Movie; Ironside, NBC Monday Movie, Movin' On, and Tonight.

The magazines were: Newsweek, Time, U.S. News \& World Report, Better Homes and Gardens, Cosmopolitan, Ebony, Glamour, Golf, Golf Digest, Good Housekeeping, Mademoiselle, National Geographic, The New Yorker, Reader's Digest, Saturday Review, Sports Illustrated, and TV Guide.

$\qquad$ $6 \%$ of adull domeatic air
rips in past year $\stackrel{\text { Plan } A}{\text { TV/5 }}$ 346 GRP's $\quad 343$ GRP's


Now for the results.
Plan 'B' showed a 12\% increase in GRP's, a 6\% increase in reach and frequency and a 10\% decrease in CPM. All without spending a penny extra.

Against the "Magazine Imperative" group ( $46.5 \%$ of the market). Plan ' $B$ ' increased GRP's by $25 \%$ (286 vs. 229). It increased reach $10 \%$. It increased frequency 15\% (3.1 vs. 2.7).

And the same schedule showed a loss of only $1 \%$ in GRP's against the "TV Imperative" group.

For a host of products and services from airlines to radial tiresto table wines, your Newsweek . representative can show you how? adjusting your Magazine/TV mix can stretch your budget.

Why not give him a call? It's a great way to avoid the TV Squeeze.

# "..it's where the day begins" 

"You don't have to agree with The New York Times to appreciate its impact on the business world and busines decisions. It's the one place where all the news... of wor
and national events as well as business and economics...gets a daily perspective. For man? business people, it's where the day begins."
E. M. de Windt

Chairman of the Board Eaton Corporation

Cleveland, Ohio

Chealuw Hork Cimes<br>Makes things happer where affluence and influence meet

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Drug Center Stirs Controversy on Patients' Records












## dathak' Expected in Mass Kidnapping

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THE N ENEW YORK TIMES, MONDAY, JULY 19, 1976 ; Theme



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THE NEW YORK TIMES, MONDAY, JULY 12.1976


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##  <br> FORS

THE NEW YORK TIMES, MONDAY JULY 19, 197


Jack Mckeil inspects two pieces of a a marthe obelisk
fomd in Twoul, Nx, while digexigg 2 trench

## Weather Reports and Forecast






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Paine Tombstone Found in Tivoli, N.Y., Gais muthamion Stirs New Mystery About Pamphleteer tad TO MUSESUM

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Varar History is Accused of Inhimane Experiments




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[^0]:    Youve put men on the moon. Yet a simple minded problem like filing continues to leave you quivering with rage or helpless with frustration.

